

# ABSTRACT

In the driving of a liquid crystal display panel with pixels in a matrix comprising  $n$  rows and  $m$  columns, when a partial display instruction is issued, respective rows in a display area (202) of  $s$  rows and  $m$  columns within the matrix are sequentially selected for one frame. Then, predetermined partial display data is written into the selected rows. Predetermined background data such as white display data is written into the background area (204) other than the partial display area (202). In the background area 204, either  $k$  rows and  $m$  columns or pixels of (the leading row  $((s+1)$ -th row) of the background area, next to the final row in the partial display area) are selected during one frame for writing of the background display data.  $k$  rows and  $m$  columns are sequentially shifted each frame.